

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1980

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00 - 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.0	14.2	15.0	13.1		13.7	14.4	13.9	12.3	14.8	13.9	11.3	13.4
NO. OF PROGRAMS	8	7	26	3	IFR	8	25	30	29	36	65	23	88

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM						WEEKEND DAYTIME		
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	8.2	10.9	6.1	7.4	5.4	7.6	5.7	7.5	6.7	4.4	6.1	5.4	5.9
NO. OF PROGRAMS	5	3	11	15	8	4	17	13	30	34	5	5	10

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 10, 1980

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BARBARA WALTERS SUMMER SP(S)	21.6	16,480	10	60 MINUTES	18.5	14,120
2	TRAPPER JOHN, M.D.#	21.3	16,250	11	HART TO HART#	18.3	13,960
3	THREE'S COMPANY	20.1	15,340	12	ALICE	18.2	13,890
4	DALLAS	19.2	14,650	13	FANTASY ISLAND	17.7	13,510
4	TAXI	19.2	14,650	14	NBC MONDAY NIGHT MOVIES	17.2	13,120
6	JEFFERSONS	19.0	14,500	15	LOVE BOAT	16.2	12,360
6	M*A*S*H#	19.0	14,500	16	VEGA\$	16.0	12,210
8	DUKES OF HAZZARD	18.6	14,190	16	WKRP IN CINCINNATI	16.0	12,210
8	20/20	18.6	14,190				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
•EVENING																															
ABC FRIDAY NIGHT MOVIE						31	191	193	97	97	A	12.1	24	923	CARTER ANALYSIS(S)							191	99	A	15.7	28	1198				
1 FRI. 9.00P 120 ABC FF											B	14.4	25	1099	2 MON. 10.02P 16 CBS N																
2 FRI. 9.00P 116															CBS EVENING NEWS-CRONKITE						210	194	191	99	98	A	12.1	28	923		
ABC MONDAY NIGHT MOVIE						13	189	184	97	98	A	15.2	28	1160	M-F 6.30P 30 CBS N											B	14.4	28	1099		
1 MON. 9.00P 120 ABC FF											B	17.1	28	1305	CBS EVENING NEWS-DEAN						28	167	157	90	89	A	8.5	21	649		
2 MON. 10.10P 120															SUN. 6.30P 30 CBS N											B	8.9	19	679		
ABC NEWSBRIEF-M-F						221	192	189	98	97	A	14.4	27	1099	CBS REPORTS(S)							184	98	A	8.3	19	633				
M & F 8.58P 1 ABC N											B	17.2	28	1312	1 SAT. 10.00P 60 CBS DN																
TU-TH 9.58P 1															CBS SAT. NEWS-SCHIEFFER						41	147	144	84	83	A	9.3	25	710		
ABC NEWSBRIEF-SAT.						44	196	190	98	96	A	17.7	38	1351	SAT. 6.30P 30 CBS N											B	10.0	22	763		
SAT. 9.58P 1 ABC N											B	18.9	34	1442	CBS SATURDAY NIGHT MOVIE						7	177	94	A	9.1	19	694				
ABC NEWSBRIEF-SUN.						45	187	179	97	96	A	10.8	24	824	2 SAT. 9.00P 120 CBS FF											B	11.2	24	855		
SUN. 7.58P 1 ABC N											B	15.9	25	1213	CBS TUESDAY NIGHT MOVIES						13	175	96	A	13.3	24	1015				
ABC SUNDAY NIGHT MOVIE						38	196	191	98	98	A	14.5	27	1106	2 TUE. 9.00P 115 CBS FF											B	15.8	27	1206		
1 SUN. 8.00P 165 ABC FF											B	18.5	30	1412	CHARLIE'S ANGELS						39	201	198	99	98	A	15.8	29	1206		
2 SUN. 8.00P 146															WED. 9.00P 60 ABC PD											B	19.9	32	1518		
ABC WORLD NEWS TONIGHT						210	201	197	99	98	A	10.6	24	809	CHIPS						18	214	210	99	98	A	13.7	28	1045		
M-F 6.30P 30 ABC N											B	12.5	24	954	SUN. 8.00P 60 NBC OP											B	16.3	30	1244		
ABC WRLD NEWS TONIGHT-SUN						36	159		88		A	7.2	20	549	CITIZENS FOR LAROCHE(S)							199	99	A	8.8	18	671				
1 SUN. 6.30P 30 ABC N											B	8.9	19	679																	
ALICE						40	197	192	99	95	A	18.2	33	1389	1 SUN. 10.45P 15 ABC P																
SUN. 9.00P 30 CBS CS											B	23.1	36	1763	CORN IS GREEN(S)							185	98	A	10.1	19	771				
ANGIE						2	200	201	98	99	A	13.5	28	1030	2 WED. 9.00P 115 CBS GD																
THU. 8.30P 30 ABC CS											B	13.5	28	1030	DALLAS						40	195	192	98	99	A	19.2	37	1465		
ARCHIE BUNKER'S PLACE						38	192	189	98	93	A	12.7	27	969	FRI. 10.00P 60 CBS GD											B	23.0	40	1755		
SUN. 8.00P 30 CBS CS											B	20.6	34	1572	DEM NAT CONV PREVIEW(S)							189	99	A	11.3	22	862				
B.J. AND THE BEAR						16	204		98		A	10.6	25	809	2 SUN. 10.30P 30 CBS P																
1 SAT. 8.00P 112 NBC A											B	12.5	27	954	DEMOC. CONV. PREVIEW(S)							196	99	A	9.8	19	748				
BARBARA WALTERS SUMMER SP(S)								200	98		A	21.6	39	1648	2 SUN. 10.26P 34 ABC P																
2 TUE. 10.00P 60 ABC DN															DIFF'RENT STROKES(B)						191	97	A	10.0	24	763					
BARNABY JONES						22	171	178	92	96	A	12.2	24	931	1 FRI. 8.00P 30 NBC CS																
THU. 9.00P 60 CBS PD											B	15.4	26	1175	DIFF'RENT STROKES						35	200	190	97	91	A	15.2	29	1160		
BARNEY MILLER						38	198	198	98	98	A	14.6	29	1114	WED. 9.00P 30 NBC CS											B	18.7	30	1427		
THU. 9.00P 30 ABC CS											B	19.1	31	1457	DISNEY'S WONDERFUL WORLD						40	212	211	99	99	A	9.8	22	748		
BENSON						2	198	193	99	96	A	11.3	27	862	SUN. 7.00P 60 NBC FV											B	15.8	27	1206		
FRI. 8.00P 30 ABC CS											B	11.3	27	862	DUKES OF HAZZARD						43	195	189	98	99	A	18.6	37	1419		
BIG EVENT						38	200	199	99	98	A	13.9	25	1061	FRI. 9.00P 60 CBS CS											B	22.3	39	1701		
1 SUN. 9.00P 114 NBC FV											B	18.3	29	1396	ED CLARK FOR PRES. COMM(S)							194	97	A	10.5	20	801				
2 SUN. 9.00P 120															2 FRI. 10.56P 4 ABC P																
BROTHERS(S)							190		98		A	7.5	16	572	ED CLARK FOR PRESIDENT(S)							185	99	A	8.9	17	679				
1 WED. 8.00P 30 CBS CS															2 WED. 10.55P 5 CBS P																
BUCK ROGERS-25TH CENTURY						1		185		94	A	9.0	20	687	ED CLARK-PRES.(S)							193	96	A	7.9	15	603				
2 SAT. 8.00P 120 NBC SF											B	9.0	20	687	2 FRI. 10.55P 5 NBC P																
BUCK ROGERS-25TH CENTURY						37	198		98		A	9.2	21	702	EIGHT IS ENOUGH						35	198	202	98	99	A	13.7	29	1045		
1 THU. 8.00P 60 NBC SF											B	14.9	25	1137	WED. 8.00P 60 ABC CS											B	20.9	34	1595		

1 TUE.	8.00P	30 CBS CS	3	196	93	A	6.9	16	526	1 SAT.	9.06P	1 NBC N	41	184	182	95	94	B	15.3	28	1167		
GOOD TIME HARRY	1 SAT.	10.30P					30 NBC CS	B	7.3	16	557	2 SAT.							9.04P	1	A	11.7	22
GOODTIME GIRLS			2	195	192	98	96	A	9.7	22	740	NBC NEWS UPDATE-SUN.						A	11.7	22	893		
FRI.	8.30P	30 ABC CS	41	200	208	99	99	B	9.7	22	740	SUN.	8.58P	1 NBC N				B	17.0	27	1297		
HAPPY DAYS								A	13.9	30	1061	NBC NIGHTLY NEWS-SAT.				40	146	146	84	84	A	7.7	20
TUE.	8.00P	30 ABC CS						B	20.0	34	1526	1 SAT.	6.35P	25 NBC N				B	8.6	19	656		
HART TO HART			29	197		98		A	18.3	34	1396	2 SAT.	6.30P	30				A	7.8	19	595		
1 TUE.	10.00P	60 ABC PD	15	191	96			B	19.2	33	1465	NBC NIGHTLY NEWS-SUN.			30 NBC N			B	8.5	17	649		
HERE'S BOOMER						A	7.8	18	595	SUN.	6.30P	30		208	206	205	99	99	A	9.9	23	755	
2 FRI.	8.00P	30 NBC GD						B	11.7	24	893	NBC NIGHTLY NEWS			30 NBC N			B	12.5	24	954		
HOUSE CALLS			8	196		99		A	15.3	26	1167	M-F	6.30P	30 NBC N				A	12.6	24	961		
1 MON.	9.30P	30 CBS CS	39	191	182	98	98	B	17.8	30	1358	NBC THURSDAY NIGHT MOVIES			6		186	B	12.7	24	969		
INCREDIBLE HULK								A	10.8	25	824	2 THU.	8.00P	180 NBC FF							A	11.6	21
FRI.	8.00P	60 CBS SF						B	16.1	30	1228	NBC TUESDAY NIGHT MOVIE			6		201	B	14.8	26	1129		
JEFFERSONS			38	195	192	99	95	A	19.0	33	1450	2 TUE.	9.00P	120 NBC FF				A	12.6	24	961		
1 SUN.	9.30P	30 CBS CS						B	22.6	35	1724	NETWORK(S)											
2 SUN.	9.30P	60										1 TUE.	8.30P	150 CBS FF									
KNOTS LANDING			7	185	194	96	98	A	11.9	22	908	NEWSBREAK M-F			214	168	160	92	91	A	11.6	23	885
THU.	10.00P	60 CBS GD						B	13.6	26	1038	1 MTH.	8.58P	1 CBS N				B	14.4	23	1099		
LA ROUGHIE FOR PRESIDENT(S)								A	11.3	20	862	1 TUE.	9.10P	1									
2 TUE.	10.55P	5 CBS P										1 WED.	9.08P	1									
LAVERNE & SHIRLEY			20	201	207	99	99	A	15.1	31	1152	2 M-F	8.58P	1									
TUE.	8.30P	30 ABC CS						B	17.8	31	1358	NEWSBREAK-SAT.			44	167	152	92	81	A	8.3	19	633
												1 SAT.	9.09P	1 CBS N				B	11.2	21	855		
												2 SAT.	8.58P	1									

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
NEWSBREAK-SUN.					44	175	174	94	91	A	14.9	28	1137	VEGA\$					35	201	202	99	98	A	16.0	30	1221
SUN. 8.58P 1 CBS N									B	20.3	32	1549	WED. 10.00P 60 ABC PD									B	19.1	33	1457		
NOBODY'S PERFECT					5	194	195	98	98	A	14.3	27	1091	WALTONS					31		185	97	A	10.9	23	832	
THU. 9.30P 30 ABC CS									B	13.5	26	1030	2 THU. 8.00P 60 CBS GD									B	16.5	28	1259		
ONE DAY AT A TIME					38	194	189	98	94	A	13.8	27	1053	WHITE SHADOW					26		164	96	A	9.3	20	710	
SUN. 8.30P 30 CBS CS									B	20.3	33	1549	2 TUE. 8.00P 60 CBS GD									B	14.1	24	1076		
POTTSVILLE(S)							176	96	A	8.0	17	610	WHITE SHADOW(B)						183	97	A	10.8	24	824			
2 WED. 8.00P 60 CBS CS													1 THU. 8.00P 60 CBS GD														
PRINCE OF CENTRAL PARK(S)						181		97	A	7.8	18	595	WKRP IN CINCINNATI					3	196	192	99	99	A	16.0	31	1221	
1 SAT. 8.30P 90 CBS GD													MON. 8.30P 30 CBS CS									B	15.2	29	1160		
QUINCY, M.E.					11	201	189	97	89	A	15.1	28	1152	•LATE FRINGE									A	8.8	26	671	
WED. 10.00P 60 NBC OP									B	15.3	28	1167	ABC NEWS:NIGHTLINE M-TH					63	190	190	97	97	B	8.2	25	626	
REAL PEOPLE					43	208	205	98	95	A	15.3	32	1167	1 M-TH 11.30P 20 ABC N													
WED. 8.00P 60 NBC U									B	20.4	34	1557	2 MON. 12.40A 22														
SANFORD					1		182	88	A	15.1	28	1152	2 TU&TH 11.30P 20														
2 WED. 9.30P 30 NBC CS									B	15.1	28	1152	2 WED. 11.30P 21														
SHARKS:THE DEATH MACHINES(S)						178		91	A	10.8	20	824	ABC WEEKEND REPORT-SAT.					41	168	166	92	92	A	6.9	16	526	
1 TUE. 9.00P 60 NBC DO													SAT. 11.00P 15 ABC N									B	8.1	17	618		
SHERIFF LOBO					31	192	189	96	96	A	10.9	23	832	ABC WEEKEND REPORT-SUN.					42	170	170	93	93	A	4.9	11	374
													SUN. 11.00P 15 ABC N									B	6.6	15	504		

TUE.	8.00P	60	NBC	A				B	16.2	27	1236	BARETTA-THU.	18	168	167	93	93	A	4.3	27	328	
SIX O'CLOCK	FOLLIES(S)				201		96	A	7.0	16	534	1 THU.	12.58A	50	ABC	OP		B	3.4	23	259	
1 SAT.	10.00P	30	NBC	CS								2 THU.	12.57A	50								
60 MINUTES					200	200	99	99	A	18.5	42	1412	BARETTA-WED.	17	169	169	93	93	A	4.0	27	305
SUN.	7.00P	60	CBS	DN	45			B	25.7	45	1961	1 WED.	12.58A	50	ABC	OP		B	3.5	24	267	
												2 WED.	1.00A	51								
SON-RISE:MIRACLE OF LOVE(S)					192		97	A	14.8	29	1129	BARNEY MILLER-11.30	17	174	176	95	95	A	4.9	21	374	
1 THU.	9.00P	120	NBC	GD								1 MON.	11.50P	35	ABC	CS		B	4.7	20	359	
SPEAK UP AMERICA					185	187	95	94	A	10.1	20	771	2 MON.	1.02A	34							
FRI.	9.00P	60	NBC	U	2			B	10.1	20	771	BARNEY MILLER-12.25	2	170	174	92	94	A	4.5	24	343	
												1 MON.	12.25A	18	ABC	CS		B	4.5	24	343	
TAXI					198	201	99	99	A	19.2	35	1465	2 MON.	1.36A	18							
TUE.	9.30P	30	ABC	CS	39			B	21.7	34	1656											
THAT'S INCREDIBLE					201	191	99	97	A	13.2	26	1007	CBS SUNDAY NEWS-BRADLEY	42	125	123	74	74	A	7.8	17	595
MON.	8.00P	60	ABC	U	13			B	20.3	33	1549	SUN.	11.00P	15	CBS	N		B	8.4	18	641	
												CHARLIE'S ANGELS-11.30	16	178	178	95	95	A	5.9	23	450	
THAT'S MY LIFE						154		82	A	10.4	25	794	1 THU.	11.50P	68	ABC	PD	B	5.0	21	382	
2 SAT.	3.00P	60	CBS	CV	1				B	10.4	25	794	2 THU.	11.50P	67							
THREE'S COMPANY					201	202	99	99	A	20.1	38	1534										
TUE.	9.00P	30	ABC	CS	41				B	24.7	39	1885	CITIZENS FOR LAROUCHE(S)			185		94	A	3.9	13	298
												2 FRI.	12.00M	30	ABC	P						
TRAPPER JOHN, M.D.					197		99		A	21.3	41	1625	FRIDAYS	13	183		95		A	8.1	25	618
1 SUN.	10.00P	60	CBS	GD	34				B	20.2	34	1541	1 FRI.	11.30P	71	ABC	GV	B	7.3	23	557	
20/20					199	199	99	99	A	18.6	35	1419										
THU.	10.00P	60	ABC	DN	36				B	18.0	31	1373	LAROUCHE FOR PRESIDENT(S)		170		92		A	4.8	13	366
												1 FRI.	11.30P	30	CBS	P						
240-ROBERT					192	180	98	92	A	10.2	25	778	LATE MOVIE I	195	157	157	90	89	A	5.9	21	450
SAT.	8.00P	60	ABC	OP	9				B	10.7	26	816	1 M & TU	11.30P	72	CBS	FF	B	6.3	23	481	
UNIVERSE					187		98		A	9.1	23	694	CONT'D									
1 SAT.	8.00P	30	CBS	DO					B	9.0	23	687										

2 WED.	11.51P	69																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		</
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

2 SAT.	1.30P	30 CBS CN								MEET THE PRESS	44	192	192	97	96	A	4.2	20	320	
GREATEST SUPERFRIENDS-1	SAT.	8.00A	30 ABC CA	44	193	193	97	97	A	1.9	26	145	SUN.	12.30P	30 NBC CC	B	4.1	17	313	
GREATEST SUPERFRIENDS-2	SAT.	8.30A	30 ABC CA	44	193	193	97	97	B	3.7	28	282	MIGHTY MOUSE-HECKL-JECKL1	SAT.	8.00A	30 CBS CA	A	2.2	26	168
IN THE NEWS- 8.26AM	SAT.	8.26A	3 CBS CN	44	189	187	99	99	A	3.2	29	244	MIGHTY MOUSE-HECKL-JECKL2	SAT.	8.30A	30 CBS CA	B	3.4	26	259
IN THE NEWS- 8.56AM	SAT.	8.56A	3 CBS CN	44	189	187	99	99	B	5.3	30	404	NAT'L LONG DRIVING CHAMP.(S)	2 SUN.	3.00P	30 ABC SE	A	3.3	27	252
IN THE NEWS- 9.26AM	SAT.	9.26A	3 CBS CN	44	202	202	99	99	A	2.4	26	183	NBC MAJOR LEAGUE PRE GAME	1 SAT.	3.00P	22 NBC SC	B	4.9	28	374
IN THE NEWS- 9.59AM	SAT.	9.59A	3 CBS CN	44	202	202	99	99	B	3.8	26	290	NBC MAJOR LEAGUE BASEBALL	2 SAT.	2.00P	20	A	3.8	13	290
IN THE NEWS- 11.56AM	SAT.	11.56A	3 CBS CN	44	189	189	97	97	A	4.4	34	336	NEW FAT ALBERT SHOW	SAT.	11.30A	30 CBS CA	A	6.4	25	488
IN THE NEWS- 12.26PM	SAT.	12.26P	3 CBS CN	43	171	169	94	93	B	5.5	29	420	PGA CHAMPIONSHIP-SAT.(S)	2 SAT.	5.00P	128 ABC SE	B	5.3	23	404
IN THE NEWS- 12.56PM	SAT.	12.56P	3 CBS CN	42	172	167	93	92	A	6.7	41	511	PGA CHAMPIONSHIP-SUN.(S)	2 SUN.	3.30P	210 ABC SE	A	7.2	24	549
IN THE NEWS- 1.26PM	SAT.	1.26P	3 CBS CN	42	172	167	93	92	B	8.0	36	610	PLASTICMAN COMEDY-SHOW-1	SAT.	9.00A	30 ABC CA	B	7.5	26	572
IN THE NEWS- 8.26AM-SUN.	SUN.	8.26A	3 CBS CN	44	43	41	37	36	A	7.6	41	580	PLASTICMAN COMEDY-SHOW-2	SAT.	9.30A	30 ABC CA	A	6.3	27	481
IN THE NEWS- 8.56AM-SUN.	SUN.	8.56A	3 CBS CN	41	41	41	35	35	B	9.6	40	732	PLASTICMAN COMEDY-SHOW-3	SAT.	10.00A	30 ABC CA	B	6.7	27	511
									A	6.6	28	504					A	5.8	16	443
									B	6.7	27	511					A	7.5	21	572
									A	5.0	21	382					A	3.5	24	267
									B	5.4	21	412					B	5.3	26	404
									A	6.6	27	504					A	4.1	24	313
									B	6.0	23	458					B	5.2	23	397
									A	6.5	25	496					A	4.4	23	336
									B	6.0	22	458					B	5.3	22	404

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1980 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE										AVG. AUD. SHARE									
AVG. AUD. (0,000)										AVG. AUD. (0,000)									
WEEKEND DAYTIME CONT'D																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2
SCHOOLHOUSE ROCK-8.56AM	44					193	193	97	97	A	3.1	26	237						
SAT. 8.56A	3 ABC CN									B	5.1	27	389						
SCHOOLHOUSE ROCK-10.26AM	31					192	192	99	99	A	4.2	21	320						
SAT. 10.26A	3 ABC CN									B	4.9	21	374						
SCHOOLHOUSE ROCK-11.26AM	44					193	194	98	98	A	6.0	28	458						
SAT. 11.26A	3 ABC CN									B	6.1	25	465						
SCHOOLHOUSE ROCK-11.55AM	43					142	141	86	83	A	2.6	13	198						
SUN. 11.55A	4 ABC CN									B	2.8	12	214						
SCOOPY AND SCRAPPY DOO-1	31					193	194	98	98	A	5.8	27	443						
SAT. 10.30A	30 ABC CA									B	6.1	26	465						
SCOOPY AND SCRAPPY DOO-2	31					193	194	98	98	A	6.5	30	496						
SAT. 11.00A	30 ABC CA									B	6.9	29	526						
SHAZAM	30					171	169	94	93	A	5.4	23	412						
SAT. 12.00N	30 CBS CA									B	5.6	23	427						
SKATEBIRDS	30					43	41	37	36	A	<<	<<	<<						
SUN. 8.00A	30 CBS CA									B	.7	8	53						
SPORTSWORLD	29					183	189	92	94	A	4.9	16	374						
SUN. 4.00P	90 NBC SE									B	6.1	18	465						
SUNDAY MORNING	44					107	108	75	77	A	3.5	23	267						

SUN. 9.00A	90 CBS N									B	3.0	17	229						
TARZAN AND SUPER SEVEN 1	42					172	167	93	92	A	6.5	27	496						
SAT. 12.30P	30 CBS CA									B	6.0	23	458						
TARZAN AND SUPER SEVEN 2	42					172	167	93	92	A	7.1	28	542						
SAT. 1.00P	30 CBS CA									B	6.5	24	496						
TIME OUT-9:45AM	32					201	198	98	98	A	3.6	21	275						
SAT. 9.45A	2 NBC CN									B	5.9	26	450						
TIME OUT-10:58AM	43					204	203	98	97	A	5.2	24	397						
SAT. 10.58A	2 NBC CN									B	5.4	22	412						
TIME OUT-11:58AM	43					190	189	93	93	A	4.8	21	366						
SAT. 11.58A	2 NBC CN									B	4.9	20	374						
US CLAY COURT TENNIS-SAT(S)						161		95		A	3.8	12	290						
2 SAT. 3.00P	122 CBS SE																		
US CLAY COURT TENNIS-SUN(S)						171		97		A	3.3	11	252						
2 SUN. 2.00P	120 CBS SE																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JULY 28, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,570 19.1					17,090 22.4							
	ABC TV					THAT'S INCREDIBLE (R)(OP)				ABC MONDAY NIGHT MOVIE THE GIRLS IN THE OFFICE (R)								
	AVERAGE AUDIENCE (Households (000) & %)					10,300 13.5	13.0*		14.0*	10,830 14.2	12.8*		14.6*		14.7*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.0	27 *		27 *	25 12.8	23 *		25 *		26 *		25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,890 18.2		14,730 19.3		16,250 21.3		13,510 17.7		12,590 16.5				
	CBS TV						FLO (R)		WKRP IN CINCINNATI (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)			LOU GRANT (R)		
	AVERAGE AUDIENCE (Households (000) & %)					11,900 15.6		12,360 16.2		14,500 19.0		11,670 15.3		9,310 12.2		11.6*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 14.6	16.6	31 15.5	16.9	34 18.3	19.7	26 15.5	15.1	21 11.8		20 *		22 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,430 17.6					22,890 30.0							
	NBC TV					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES AIRPORT '77, PART II (R)								
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.6	11.3*		13.9*	16,250 21.3	17.0*		20.6*		23.5*		24.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.0	23 *		27 *	37 16.3	31 *		36 *		41 *		42 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,510 17.7							19,840 26.0					
	ABC TV					THAT'S INCREDIBLE (R)(OP)				CARTER PRESS CONF.-ABC (SUS) (9:00-10:10PM)				ABC MONDAY NIGHT MOVIE INTIMATE STRANGERS(R) (10:10-12:10AM)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,770 12.8	12.2*		13.4*				12,360 16.2		14.6*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.7	25 *		25 *				32 13.9		26 *		29 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.8		13,350 17.5					13,280 17.4	16,180 21.2				
	CBS TV						FLO (R)		WKRP IN CINCINNATI (R)(OP)	CARTER PRESS CONFERENCE (SUS) (9:00-10:02PM)				(1) (-OP)	LOU GRANT (10:10-11:18PM)(R)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					10,070 13.2		11,980 15.7					11,980 15.7	11,370 14.9			14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.0		30 13.4	16.6				28 15.7	27 14.6			27 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,810 18.1							17,170 22.5					
	NBC TV					LITTLE HOUSE-PRAIRIE (R)(OP)				CARTER PRESS CONF.-NBC (SUS) (9:00-10:10PM)				NBC MONDAY NIGHT MOVIES FROM HERE TO ETERNITY (10:10-12:00MD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,680 14.0	12.8*		15.2*				9,690 12.7		12.4*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.2	26 *		29 *				25 12.2		22 *		24 *	
TV HOUSEHOLDS USING TV		WK. 1	45.1	45.6	44.8	46.2	47.5	48.7	50.5	52.6	54.2	56.6	57.3	58.4	57.3	57.2	57.6	
(See Def. 1)		WK. 2	45.5	46.1	45.5	46.3	47.7	49.4	51.8	53.9	55.5	57.2	58.8	58.0	56.9	54.5	52.8	

U.S. TV Households: 76,300,000

(1) CARTER ANALYSIS, CBS, (10:02-10:18PM)(S)

For explanation of symbols, See page A.

EVE. MON. AUG. 4, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. JULY 29, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,900 15.6		13,660 17.9		17,090 22.4		16,400 21.5		18,010 23.6			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,070 13.2		11,750 15.4		14,950 19.6		14,270 18.7		13,980 18.3		18.2*	18.4*
	SHARE OF AUDIENCE %						29		31		37		34		34		34*	35*
W E E K 1	AVG. AUD. BY ¼ HR. %						12.2	14.2	14.5	16.3	18.9	20.3	18.2	19.2	18.4	18.1	18.4	18.4
	TOTAL AUDIENCE (Households (000) & %)						10,910 14.3		18,390 24.1									
	CBS TV						G.I.'S						NETWORK (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						9,310 12.2		9,610 12.6	12.2*		12.9*		13.4*		12.6*		11.9*
W E E K 1	SHARE OF AUDIENCE %						26		24	24*		24*		24*		23*		23*
	AVG. AUD. BY ¼ HR. %						11.8	12.6	12.4	12.1	13.0	12.9	13.7	13.1	12.6	12.5	11.7	12.2
	TOTAL AUDIENCE (Households (000) & %)						12,130 15.9				12,130 15.9				9,920 13.0			
	NBC TV						SHERIFF LOBO (R)(OP)				SHARKS: THE DEATH MACHINES (R)				EISCHIED			
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)						8,320 10.9	10.1*		11.7*	8,240 10.8	10.4*		11.2*	7,020 9.2	8.8*		9.6*
	SHARE OF AUDIENCE %						23	22*		23*	20	19*		20*	17	16*		18*
	AVG. AUD. BY ¼ HR. %						9.7	10.5	11.4	12.1	10.4	10.4	11.3	11.1	8.5	9.1	9.5	9.7
	TOTAL AUDIENCE (Households (000) & %)						12,890 16.9		12,130 15.9		17,630 23.1		16,860 22.1		21,290 27.9			
W E E K 2	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,140 14.6		11,220 14.7		15,640 20.5		15,030 19.7		16,480 21.6		21.0*	22.1*
	SHARE OF AUDIENCE %						32		30		39		36		39		37*	40*
	AVG. AUD. BY ¼ HR. %						14.1	15.1	14.1	15.4	19.6	21.5	19.2	20.1	20.4	21.6	21.8	22.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,300 13.5				15,790 20.7							
	CBS TV						WHITE SHADOW (R)(OP)						CBS TUESDAY NIGHT MOVIES ONE IN A MILLION: THE ROW LEFORE STORY (R) (9:00-10:55PM)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						7,100 9.3	8.5*		10.1*	10,150 13.3	10.6*		13.2*		15.0*		14.7*
	SHARE OF AUDIENCE %						20	19*		21*	24	20*		24*		27*		26*
W E E K 2	AVG. AUD. BY ¼ HR. %						8.4	8.6	9.8	10.5	10.1	11.1	12.8	13.6	15.4	14.6	14.9	14.5
	TOTAL AUDIENCE (Households (000) & %)						11,290 14.8				14,650 19.2							
	NBC TV						SHERIFF LOBO (R)(OP)						NBC TUESDAY NIGHT MOVIE FROM HERE TO ETERNITY					
	AVERAGE AUDIENCE (Households (000) & %)						8,240 10.8	10.2*		11.5*	8,850 11.6	10.7*		11.2*		11.6*		12.8*
W E E K 2	SHARE OF AUDIENCE %						23	23*		24*	21	20*		20*		21*		23*
	AVG. AUD. BY ¼ HR. %						10.2	10.2	11.2	11.8	10.6	10.9	11.2	11.2	11.5	11.8	12.3	13.3
	TV HOUSEHOLDS USING TV	WK. 1	45.0	44.5	43.3	43.9	44.9	47.8	49.5	51.4	52.9	54.4	55.1	55.5	53.9	53.8	53.5	52.1
	(See Def. 1)	WK. 2	44.7	45.0	44.1	45.6	44.7	45.6	47.3	49.8	51.6	54.0	54.6	55.7	56.1	56.0	55.9	55.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. AUG. 5, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. JULY 30, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,030 19.7				14,650 19.2				14,190 18.6			
	ABC TV						EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,610 13.9	12.7*		15.1*	10,910 14.3	14.0*		14.5*	10,830 14.2	13.6*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 12.2	28 *		30 *	27 14.3	27 *		26 *	26 13.5	25 *		28 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						7,100 9.3		17,470 22.9									
	CBS TV						BROTHERS				FOUR DAYS IN DALLAS (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						5,720 7.5		10,150 13.3	8.2*		12.4*		13.8*		15.8*		16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.4		25 7.6	16 *		24 *		25 *		29 *		31 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						16,560 21.7				13,050 17.1		13,280 17.4		14,120 18.5			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.3	14.1*		16.5*	11,370 14.9		11,750 15.4		10,760 14.1	14.1*		14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 13.0	31 *		33 *	29 13.9		28 15.1		26 14.0	26 *		26 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,810 18.1				17,850 23.4				17,240 22.6			
	ABC TV						EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,220 13.4	12.2*		14.7*	13,200 17.3	15.7*		18.8*	13,580 17.8	17.4*		18.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 11.5	27 *		30 *	32 15.5	30 *		34 *	34 17.2	32 *		35 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						9,080 11.9				13,280 17.4							
	CBS TV						POTTSVILLE (OP)				CORN IS GREEN (9:00-10:55PM)(R) (S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						6,100 8.0	7.7*		8.2*	7,710 10.1	10.9*		10.0*		10.1*		9.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 7.9	17 *		16 *	19 11.0	21 *		18 *		18 *		18 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						16,100 21.1				13,280 17.4		12,670 16.6		15,790 20.7			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		SANFORD (R)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.3	14.4*		16.2*	11,830 15.5		11,520 15.1		12,210 16.0	15.8*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 13.7	32 *		33 *	29 14.7		28 16.2		30 15.5	29 *		32 *
TV HOUSEHOLDS USING TV		WK. 1	44.5	45.7	44.3	43.8	44.2	46.7	49.3	51.8	51.3	53.1	54.4	55.5	53.9	54.4	53.3	53.5
(See Def. 1)		WK. 2	44.0	44.0	42.8	44.1	43.6	45.8	48.5	50.9	52.5	53.7	54.3	55.5	55.4	53.7	52.1	51.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. AUG. 6, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. JULY 31, 1980

		NATIONAL WEEKLY TV AUDIENCE ESTIMATES																
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					11,060 14.5		10,760 14.1		12,890 16.9		11,600 15.2		17,170 22.5				
	ABC TV					MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)		NOBODY'S PERFECT (OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.6		9,380 12.3		10,760 14.1		10,150 13.3		12,820 16.8		17.1*	16.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 12.0		27 12.0	12.6	29 13.7	14.4	26 12.9	13.7	32 16.8	32*	17.4	32* 15.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					11,450 15.0				10,830 14.2				11,220 14.7				
	CBS TV					WHITE SHADOW(B) (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,240 10.8	10.2*		11.4*	7,780 10.2	9.5*		10.9*	8,390 11.0	10.6*		11.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 9.6	24*		25*	21 9.4	20*		21*	21 10.3	20*	11.1	22* 11.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					10,530 13.8				17,170 22.5								
	NBC TV					BUCK ROGERS-25TH CENTURY (R)(OP)				SON-RISE:MIRACLE OF LOVE (R)								
	AVERAGE AUDIENCE (Households (000) & %)					7,020 9.2	8.1*		10.3*	11,290 14.8	13.1*		14.2*		15.5*		16.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.1	19*		23*	29 12.6	27*		28*		29*	15.6	32* 16.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,820 16.8		12,970 17.0		13,580 17.8		13,280 17.4		19,000 24.9				
	ABC TV					MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)		NOBODY'S PERFECT (OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					11,060 14.5		11,140 14.6		11,520 15.1		11,600 15.2		15,490 20.3		20.7*	19.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 14.0	15.1	30 14.3	14.9	29 14.9	15.4	28 14.6	15.8	37 20.2	37*	20.4	37* 19.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,450 15.0				14,040 18.4				12,670 16.6				
	CBS TV					WALTONS (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.9	10.2*		11.6*	10,830 14.2	13.0*		15.5*	9,690 12.7	12.1*		13.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 10.1	22*		24*	26 12.1	25*		28*	23 11.9	22*	12.8	25* 13.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,000 24.9												
	NBC TV					NBC THURSDAY NIGHT MOVIES THE OTHER SIDE OF HELL (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.6	10.4*		11.2*		12.9*		13.0*		13.6*		14.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 10.5	22*		23*		25*		24*		24*	14.1	27* 13.9	
TV HOUSEHOLDS USING TV		WK. 1	42.6	42.4	41.0	42.7	42.4	43.9	44.6	46.7	48.1	49.0	49.9	51.9	52.6	53.2	52.8	51.3
(See Def. 1)		WK. 2	45.8	45.2	44.4	46.0	45.9	47.2	48.5	49.7	51.2	53.8	54.6	55.7	55.3	56.7	55.4	53.1

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. AUG.7, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. AUG.1, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,690 12.7		8,470 11.1		17,470 22.9							
	ABC TV					BENSON (R)		GOODTIME GIRLS (OP)		ABC FRIDAY NIGHT MOVIE CASINO							
	AVERAGE AUDIENCE (Households (000) & %)					8,240 10.8		7,320 9.6		9,770 12.8	10.7*		11.1*			14.4*	15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 10.5	11.2	22 9.8	9.5	25 10.6	23 *	10.8	22 *	11.4	14.4	14.4	15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.8				18,160 23.8				18,010 23.6			
	CBS TV					INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,780 10.2	8.8*		11.6*	13,890 18.2	16.6*		19.9*	13,730 18.0	17.0*		18.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 8.6	21 *	11.0	12.3	37 15.3	35 *	17.9	39 *	35 16.4	33 *	18.8	37 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,850 11.6		8,320 10.9		10,000 13.1				12,210 16.0			
	NBC TV					DIFF'RENT STROKES(B) (R)		FACTS OF LIFE (R)(OP)		SPEAK UP AMERICA				FRIDAY NIGHT FIGHTS			
	AVERAGE AUDIENCE (Households (000) & %)					7,630 10.0		7,250 9.5		6,870 9.0	8.9*		9.1*	8,700 11.4	11.5*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 9.5	10.4	22 9.0	9.9	18 8.9	19 *	9.1	18 *	22 11.1	22 *	12.2	22 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,450 13.7		8,320 10.9		15,490 20.3							
	ABC TV					BENSON (R)		GOODTIME GIRLS (OP)		ABC FRIDAY NIGHT MOVIE LAST OF THE RED HOT LOVERS (9:00-10:56PM)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,930 11.7		7,400 9.7		8,700 11.4	9.9*		10.0*			13.3*	12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 11.7	11.6	21 9.7	9.8	22 10.0	20 *	9.8	19 *	10.2	13.0	25 *	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.8				18,460 24.2				20,140 26.4			
	CBS TV					INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,700 11.4	9.8*		12.9*	14,500 19.0	18.0*		20.1*	15,490 20.3	19.7*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 9.2	23 *	12.3	13.5	37 17.1	36 *	20.0	38 *	38 19.4	37 *	20.8	40 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,400 9.7		7,400 9.7		11,600 15.2				8,620 11.3			
	NBC TV					HERE'S BOOMER (R)		FACTS OF LIFE (R)(OP)		SPEAK UP AMERICA				FRIDAY NIGHT FIGHTS (10:00-10:55PM) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					5,950 7.8		6,710 8.8		8,550 11.2	10.3*		12.1*	6,710 8.8	8.7*		8.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.0	7.6	19 8.6	9.0	22 9.8	20 *	12.0	23 *	17 8.9	16 *	8.7	17 *

TV HOUSEHOLDS USING TV	WK. 1	39.9	41.1	40.8	40.8	41.1	42.5	42.6	44.3	46.2	48.1	50.3	52.1	51.4	51.7	52.0	50.8
(See Def. 1)	WK. 2	42.1	42.7	41.8	42.3	41.7	43.0	45.5	47.0	49.5	51.4	52.6	53.8	53.0	53.5	53.3	51.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.FRI. AUG.8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. AUG.2, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,220 14.7				17,240 22.6				18,080 23.7			
	ABC TV							240 ROBERT (R)					LOVE BOAT (R)(OP)				FANTASY ISLAND (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,090 10.6	10.6*		10.7*	12,510 16.4	14.6*		18.2*	13,960 18.3	17.5*		19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 10.5	27* 10.7		26* 10.7	37 13.6	34* 15.6		40* 17.4	42 17.2	40* 17.9		44* 19.5
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					8,240 10.8		11,220 14.7						8,390 11.0			
	CBS TV							UNIVERSE			PRINCE OF CENTRAL PARK (R)(OP)						CBS REPORTS WHAT SHALL WE DO ABOUT MOTHER?	
	AVERAGE AUDIENCE (Households (000) & %)	{					6,940 9.1		5,950 7.8	6.7*		7.7*		9.0*	6,330 8.3	8.6*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 9.1		18 6.7	16* 6.7		18* 7.8		20* 9.5	19 8.8	20* 8.4		18* 7.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					15,030 19.7								6,410 8.4		6,330 8.3	
	NBC TV										B. J. AND THE BEAR (8:00-9:52PM)(R) (SUS)(OP)					SIX O'CLOCK FOLLIES		GOOD TIME HARRY
	AVERAGE AUDIENCE (Households (000) & %)	{					8,090 10.6	9.1*		11.4*		10.9*		10.8*	5,340 7.0		5,260 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 8.8	23* 9.4		28* 11.9		25* 10.9		24* 11.0	16 6.7		16 7.3	7.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,300 13.5				15,720 20.6				16,630 21.8			
	ABC TV		(1)					240-ROBERT (R)					LOVE BOAT (R)(OP)				FANTASY ISLAND (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,480 9.8	9.0*		10.7*	12,130 15.9	15.2*		16.6*	13,050 17.1	16.6*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 8.2	22* 9.8		25* 10.4	34 14.4	33* 15.9		35* 16.3	35 17.0	34* 17.0		36* 17.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,380 13.6				12,510 16.4							
	CBS TV							THAT'S MY LINE (OP)							CBS SATURDAY NIGHT MOVIE NO OTHER LOVE(R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,940 10.4	10.2*		10.6*	6,940 9.1	7.5*		8.3*		9.9*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 10.1	25* 10.3		25* 10.6	19 7.7	17* 7.2		17* 8.3		20* 9.5		22* 10.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,130 15.9								9,310 12.2			
	NBC TV										BUCK ROGERS-25TH CENTURY (R)(OP)						NBC NEWS PRE CONV. SPEC	
	AVERAGE AUDIENCE (Households (000) & %)	{					6,870 9.0	8.2*		8.3*		9.6*		9.9*	6,330 8.3	8.3*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 8.4	20* 8.0		19* 8.6		21* 9.4		21* 9.9	17 8.3	17* 8.2		17* 8.8
TV HOUSEHOLDS USING TV		WK. 1	37.9	38.5	38.1	38.5	38.9	40.3	40.0	41.3	42.4	43.8	45.7	46.4	43.7	43.1	42.3	43.4
(See Def. 1)		WK. 2	38.2	38.3	39.5	40.5	40.1	41.3	42.5	43.9	44.7	46.1	47.0	47.9	47.8	48.8	48.4	48.9

U.S. TV Households: 76,300,000
(1) PGA CHAMPIONSHIP-SAT., ABC, (5:00-7:08PM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG.9, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. AUG.3, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,690 12.7				19,460 25.5											7,400 9.7	
	ABC TV		GALACTICA 1980 (R)(OP)				ABC SUNDAY NIGHT MOVIE BITE THE BULLET (R)												CITIZENS FOR LARDNER
	AVERAGE AUDIENCE (Households (000) & %)	{	6,870 9.0	7.9*		10.0*	10,530 13.8	12.0*		12.6*		14.6*		14.7*		14.6*		6,710 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 7.4	20 *		23 *	27 11.7	27 *		26 *		28 *		27 *		27 *		18 8.8	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,850 23.4				11,140 14.6	12,130 15.9			17,470 22.9		18,690 24.5		21,520 28.2				
	CBS TV		60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)			ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{	13,580 17.8	17.6*		18.1*	9,460 12.4	10,680 14.0			15,110 19.8		16,480 21.6		16,250 21.3		20.8*	21.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	43 17.3	44 *		42 *	28 12.4	29 12.4			38 18.5		40 21.1		41 20.9		39 *	43 *	
I	TOTAL AUDIENCE (Households (000) & %)	{	9,380 12.3				12,510 16.4				15,030 19.7								
	NBC TV		DISNEY'S WONDERFUL WORLD THE OMEGA CONNECTION, PT. I (R)				CHIPS (R)(OP)				BIG EVENT FROM HERE TO ETERNITY (9:00-10:54PM)(SUS)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	6,490 8.5	8.3*		8.7*	8,470 11.1	10.3*		11.8*	7,860 10.3	8.5*		10.3*		11.0*		11.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 8.3	21 *		20 *	24 10.0	23 *		25 *	19 8.0	16 *		19 *		21 *		23 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,680 14.0				18,850 24.7								10,150 13.3				
	ABC TV		GALACTICA 1980 (R)(OP)				ABC SUNDAY NIGHT MOVIE THE USERS(R) (8:00-10:26PM)(OP)												DEMOC. CONV. PREVIEW (10:26-11:00PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	7,250 9.5	8.5*		10.4*	11,670 15.3	12.6*		13.9*		16.3*		17.1*		7,480 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 8.1	18 *		22 *	27 12.1	25 *		25 *		28 *		29 *		19 11.4			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,850 23.4				11,600 15.2	11,670 15.3			14,270 18.7		17,470 22.9				10,150 13.3		
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)			ALICE (R)		JEFFERSONS (R)					DEM NAT CONV PREVIEW	
	AVERAGE AUDIENCE (Households (000) & %)	{	14,570 19.1	19.2*		19.0*	9,920 13.0	10,380 13.6			12,670 16.6		13,510 17.7		17.1*		18.3*	8,620 11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	41 18.4	41 *		40 *	26 12.9	25 13.2			29 15.7		30 17.4		29 *		31 *	22 12.1	
I	TOTAL AUDIENCE (Households (000) & %)	{	12,130 15.9				16,180 21.2				23,730 31.1								
	NBC TV		DISNEY'S WONDERFUL WORLD THE OMEGA CONNECTION, PT. II(R)				CHIPS (R)(OP)				BIG EVENT THE DUCHESS AND THE DIRTWATER FOX(R)								
	AVERAGE AUDIENCE (Households (000) & %)	{	8,470 11.1	10.2*		11.9*	12,360 16.2	15.0*		17.3*	13,280 17.4	15.0*		15.6*		16.6*		22.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 9.5	22 *		25 *	31 14.5	30 *		32 *	31 15.2	26 *		27 *		28 *		44 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 40.0	40.7	42.4	43.1	43.2	44.6	46.9	49.2	50.9	53.0	53.9	55.3	53.6	53.5	52.4	49.9	
			WK. 2 45.3	47.5	47.7	47.7	48.7	51.4	53.7	55.8	56.6	58.0	58.3	58.8	59.1	57.5	53.0	50.9	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. AUG.10, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 3,360 4.4 AVERAGE AUDIENCE (Households (000) & %) { 3,200 4.2 SHARE OF AUDIENCE % 9 AVG. AUD. BY ¼ HR. % 4.2 ABC WEEKEND REPORT SUN.															
		7,320 9.6 ABC NEWS: NIGHTLINE M-TH (11:30-11:50PM) (M-TH)(OP) 6,710 8.8 25 9.0 8.1															
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,400 9.7 AVERAGE AUDIENCE (Households (000) & %) { 6,870 9.0 SHARE OF AUDIENCE % 19 AVG. AUD. BY ¼ HR. % 9.0 CBS SUNDAY NEWS-BRADLEY															
		6,560 8.6 LATE MOVIE I (5)(OP) (-OP) 4,430 5.8 20 7.0 3,360 4.4 LATE MOVIE II (OP)(-OP) 2,590 3.4 19 4.2															
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,890 5.1 AVERAGE AUDIENCE (Households (000) & %) { 2,370 3.1 SHARE OF AUDIENCE % 13 AVG. AUD. BY ¼ HR. % 3.4 NBC LATE NIGHT MOVIE (11:30-1:09AM)(-OP)															
		10,610 13.9 TONIGHT SHOW 5,720 7.5 26 9.2 8.7* 25* 8.3 7.5* 27* 6.9 8.1 2,820 3.7 TOMORROW SHOW (M-TH)(OP)(-OP) 2,060 2.7 18 3.3 3.0* 19* 2.8 2.3															
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 4,500 5.9 AVERAGE AUDIENCE (Households (000) & %) { 4,270 5.6 SHARE OF AUDIENCE % 12 AVG. AUD. BY ¼ HR. % 5.6 ABC WEEKEND REPORT SUN.															
		7,400 9.7 ABC NEWS: NIGHTLINE M-TH (M-TH)(5)(OP) (-OP) 6,710 8.8 27 10.0															
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 5,110 6.7 AVERAGE AUDIENCE (Households (000) & %) { 4,960 6.5 SHARE OF AUDIENCE % 14 AVG. AUD. BY ¼ HR. % 6.5 CBS SUNDAY NEWS-BRADLEY															
		6,870 9.0 LATE MOVIE I (OP)(5)(OP) 4,580 6.0 21 7.3 3,890 5.1 LATE MOVIE II (OP)(OP) 3,050 4.0 23 4.5															
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,740 4.9 AVERAGE AUDIENCE (Households (000) & %) { 1,980 2.6 SHARE OF AUDIENCE % 12 AVG. AUD. BY ¼ HR. % 3.8 NBC LATE NIGHT MOVIE (11:30-1:37AM)(-OP)															
		10,300 13.5 TONIGHT SHOW (OP)(OP) 5,800 7.6 28 10.0 2,820 3.7 TOMORROW SHOW (TU-TH)(OP)(-OP) 2,140 2.8 19 3.2 3.0* 19* 2.7 2.4															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.1	41.9	32.4	28.3	24.7	23.1	19.8	35.9	32.5	28.6	26.2	23.4	20.7	17.6	15.6
		WK. 2	47.9	42.0	32.2	28.6	25.9	23.7	20.7	37.9	34.5	30.1	26.6	23.5	21.0	17.8	14.3

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,890 5.1				4,650 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				2,980 3.9				3,970 5.2									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				28 3.7	4.2			28 5.1	5.2								
E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,750 3.6				3,740 4.9						6,710 8.8		6,940 9.1			
	CBS TV		MORNING MON-FRI (CO-OP)				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)		1,830 2.4			2,210 2.9			5,570 7.3				6,030 7.9					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		19 2.2		2.5* 2.4	18* 2.6	17 2.4	2.6* 2.7	35 6.9	18* 3.2	3.4		37 7.8	7.6	8.3			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,820 5.0				4,200 5.5				1,980 2.6		2,140 2.8			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)				DAVID LETTERMAN-1 (SUS)(OP)		DAVID LETTERMAN-2 (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,130 4.1				3,430 4.5				1,680 2.2		1,830 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				30 3.8	4.2			24 4.7	4.3			11 2.3	2.2	11 2.4	2.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,270 5.6				5,340 7.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,510 4.6				4,430 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				33 4.4	4.9			30 5.8	5.7								
E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,440 3.2				3,360 4.4						6,790 8.9		6,490 8.5			
	CBS TV		MORNING MON-FRI (CO-OP)				CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		1,680 2.2			1,980 2.6			5,800 7.6				5,720 7.5					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		17 2.0		2.2* 2.2	16* 2.3	14 1.9	12* 2.4	37 7.1	16* 3.4		8.0	36 7.4	7.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,040 5.3				4,430 5.8				2,520 3.3		2,370 3.1			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)				DAVID LETTERMAN-1 (SUS)(OP)		DAVID LETTERMAN-2 (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,200 4.2				3,590 4.7				1,980 2.6		1,980 2.6			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				30 4.0	4.4			24 4.9	4.5			13 2.6	2.5	12 2.5	2.6		
TV HOUSEHOLDS USING TV WK. 1		WK. 2	6.6	8.4	10.2	11.5	12.8	14.5	16.1	17.6	18.5	19.5	20.2	20.8	20.8	21.6	21.6	22.2
(See Def. 1)		WK. 2	7.4	9.2	10.8	12.2	13.7	15.3	16.7	18.0	18.5	19.8	20.5	20.9	20.3	20.9	21.1	21.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG. 1, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,700 11.4				6,640 8.7				5,950 7.8				10,380 13.6			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD				RYAN'S HOPE (SUS)(OP)				ALL MY CHILDREN (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,330 8.3				5,570 7.3				4,960 6.5				8,160 10.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	35 7.4				29 7.2				25 6.2				37 9.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,870 9.0				7,100 9.3				5,880 7.7				8,240 10.8			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW				YOUNG AND THE RESTLESS			
	AVERAGE AUDIENCE (Households (000) & %)	5,880 7.7				5,950 7.8				4,960 6.5				6,180 8.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	34 7.6				32 7.8				25 6.5				30 7.4			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,370 3.1				2,900 3.8				2,820 3.7				5,650 7.4			
	NBC TV	DAVID LETTERMAN- 3 (SUS)(OP)				WHEEL OF FORTUNE				CARD SHARKS				PASSWORD PLUS			
	AVERAGE AUDIENCE (Households (000) & %)	1,980 2.6				2,440 3.2				2,290 3.0				4,200 5.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 2.7				13 3.0				18 2.9				19 5.2			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	8,930 11.7				6,710 8.8				6,260 8.2				10,000 13.1			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD				RYAN'S HOPE (SUS)(OP)				ALL MY CHILDREN (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.9				5,720 7.5				5,190 6.8				7,630 10.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	38 7.7				29 7.3				26 6.6				35 9.4			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,030 7.9				6,710 8.8				5,800 7.6				7,480 9.8			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW				YOUNG AND THE RESTLESS			
	AVERAGE AUDIENCE (Households (000) & %)	5,110 6.7				5,720 7.5				5,040 6.6				5,490 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	30 6.6				31 7.3				25 6.7				26 6.8			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	2,750 3.6				2,900 3.8				2,520 3.3				6,260 8.2			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS				CARD SHARKS				DOCTORS			
	AVERAGE AUDIENCE (Households (000) & %)	2,370 3.1				2,590 3.4				2,060 2.7				4,580 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 2.9				14 3.3				10 2.6				21 5.8			
TV HOUSEHOLDS USING TV WK. 1		22.4	23.0	23.8	24.7	25.6	26.6	25.9	26.9	27.8	28.8	29.2	29.7	29.1	29.5	29.4	29.7
(See Def. 1) WK. 2		22.1	23.2	24.2	25.5	26.7	27.5	26.5	27.2	28.1	28.7	28.5	28.6	28.3	29.1	29.2	29.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 4-8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG.1, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,300 13.5				3,740 4.9										9,310 12.2	
	ABC TV		GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT			(SUS)(OP)							ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,470 11.1				3,130 4.1										8,160 10.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	37 10.6	37 * 11.2		11.3 * 11.4	14 4.4	3.9									25 10.6	10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,170 9.4				5,110 6.7										10,610 13.9	
	CBS TV		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F			(SUS)(OP)							CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,720 7.5				4,270 5.6										9,310 12.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	25 7.5	25 * 7.5		7.5 * 7.6	19 5.4	5.9									29 12.3	12.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															8,550 11.2	
	NBC TV		ANOTHER WORLD							(SUS)(OP)							NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{															7,400 9.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %		5.2 * 18 *		5.2 * 17 *											23 9.6	9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,300 13.5				4,040 5.3										9,310 12.2	
	ABC TV		GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,160 10.7				3,590 4.7										8,010 10.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	35 10.6	36 * 10.8		10.8 * 10.8	16 4.8	4.6									24 10.3	10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,100 9.3				4,270 5.6										10,610 13.9	
	CBS TV		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F (M-W-T-F)(S)(OP)										CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,650 7.4				3,660 4.8										9,080 11.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	24 7.2	24 * 7.4		7.5 * 7.4	17 4.6	5.0									27 11.9	11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,650 7.4														8,930 11.7	
	NBC TV		TEXAS														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.5														7,710 10.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	18 5.6	18 * 5.5		18 * 5.4											23 9.9	10.4
TV HOUSEHOLDS USING TV		WK. 1	29.1	29.7	30.1	30.4	28.9	30.2	30.2	31.4	32.4	33.9	35.6	38.4	40.3	41.6	42.1	42.7
(See Def. 1)		WK. 2	29.2	29.9	30.0	30.5	28.7	29.7	31.0	32.3	32.6	34.4	35.7	38.1	40.8	42.9	43.0	44.1

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.4-8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					1,830 2.4		3,200 4.2		3,280 4.3		4,040 5.3		4,200 5.5		5,040 6.6		
	ABC TV					GREATEST SUPERFRIENDS 1		GREATEST SUPERFRIENDS 2 (OP)		PLASTICMAN COMEDY SHOW 1		PLASTICMAN COMEDY SHOW 2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO 1		
	AVERAGE AUDIENCE (Households (000) & %)					1,300 1.7		2,440 3.2		2,750 3.6		3,430 4.5		3,430 4.5		4,350 5.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 1.5	2.0	29 2.9	3.4	25 3.3	3.9	25 4.6	4.4	23 4.6	4.4	26 5.3	6.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,060 2.7		3,510 4.6		5,190 6.8		6,940 9.1		8,240 10.8		6,560 8.6		
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,680 2.2		2,440 3.2		4,270 5.6		5,880 7.7		6,940 9.1		5,720 7.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 1.9	2.5	25 2.6	3.8	36 5.1	6.2	42 7.2	8.2	46 8.8	9.4	35 7.6	7.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					1,750 2.3		2,670 3.5		3,360 4.4		3,590 4.7		3,590 4.7		5,040 6.6		
	NBC TV					GODZILLA/ GLOBETROTTERS-1 (OP)		GODZILLA/ GLOBETROTTERS-2 (OP)		FRED & BARNEY/SHMOO 1		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,220 1.6		2,370 3.1		2,820 3.7		3,050 4.0		2,980 3.9		4,350 5.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 1.1	2.0	28 3.0	3.1	26 3.6	3.8	22 4.0	3.9	20 3.8	4.0	26 5.5	5.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					1,830 2.4		2,900 3.8		3,430 4.5		3,430 4.5		3,970 5.2		5,260 6.9		
	ABC TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1		
	AVERAGE AUDIENCE (Households (000) & %)					1,600 2.1		2,370 3.1		2,520 3.3		2,820 3.7		3,200 4.2		4,500 5.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 1.9	2.4	28 3.0	3.2	22 3.0	3.5	23 3.8	3.6	23 4.1	4.2	29 5.7	6.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					2,060 2.7		3,280 4.3		5,720 7.5		5,880 7.7		6,490 8.5		5,190 6.8		
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,600 2.1		2,590 3.4		4,650 6.1		5,040 6.6		5,420 7.1		4,500 5.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 2.0	2.3	30 2.9	3.8	40 5.7	6.6	39 6.4	6.9	38 6.8	7.3	28 6.3	5.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					1,450 1.9		2,140 2.8		2,820 3.7		3,050 4.0		4,040 5.3		4,650 6.1		
	NBC TV					GODZILLA/ GLOBETROTTERS-1 (OP)		GODZILLA/ GLOBETROTTERS-2 (OP)		FRED & BARNEY/SHMOO 1		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,140 1.5		1,600 2.1		2,290 3.0		2,520 3.3		3,280 4.3		3,820 5.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 1.3	1.7	19 1.8	2.4	20 2.7	3.3	20 3.2	3.3	24 4.0	4.5	24 4.9	5.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	3.1	3.6	4.7	6.2	7.7	9.8	12.0	13.7	14.7	16.5	18.2	18.9	19.5	20.0	20.8	22.3
		WK. 2	4.1	5.3	5.8	6.7	7.8	9.0	10.6	12.3	14.3	16.3	16.7	17.1	17.7	19.3	20.7	21.0

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.8		5,650 7.4		5,110 6.7		5,420 7.1								
	ABC TV		SCOOPY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS LITTLE LULU		AMERICAN BANDSTAND '80								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,960 6.5		4,430 5.8		3,970 5.2		3,200 4.2								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 6.6		24 6.5		21 5.9		16 5.4		3.9* 16*		4.6* 17*				
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,320 9.6		5,720 7.5		5,340 7.0		6,030 7.9		6,640 8.7		4,650 6.1				
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		INVISIBLE CHILDREN				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,650 7.4		5,110 6.7		4,960 6.5		5,420 7.1		5,650 7.4		3,970 5.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	33 7.9		28 6.8		26 6.6		28 7.1		28 7.5		20 7.4		5.6 4.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,580 6.0		4,350 5.7		4,500 5.9		3,890 5.1								
	NBC TV		JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 5.0		3,740 4.9		4,040 5.3		3,280 4.3								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 4.7		21 5.3		22 4.8		17 5.0		4.3 4.3						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.8		4,500 5.9		5,420 7.1		6,260 8.2								
	ABC TV		SCOOPY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE CONTEST KID		AMERICAN BANDSTAND '80								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,960 6.5		3,820 5.0		4,430 5.8		3,740 4.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	32 6.6		23 6.5		27 5.2		21 4.8		4.8* 21*		5.0* 21*				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 6.2		5,340 7.0		3,590 4.7		5,420 7.1		6,100 8.0		5,040 6.6				
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		GOING PLACES				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,890 5.1		4,430 5.8		3,200 4.2		4,500 5.9		5,190 6.8		3,970 5.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 5.3		27 4.9		19 5.3		25 6.2		27 6.8		21 6.9		5.1 5.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,650 6.1		4,430 5.8		3,280 4.3		2,820 3.7					5,420 7.1	13,050 17.1		
	NBC TV		JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON(B)					(1) (-OP)	NBC MAJOR LEAGUE BSBL (2:20-5:13PM) PHIL V PITT & CHIC V BOSTON		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 5.3		3,820 5.0		2,670 3.5		2,440 3.2					4,650 6.1	6,560 8.6		7.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 4.9		23 5.7		16 5.2		14 3.5					24 6.0	29 6.3		27* 8.0
TV HOUSEHOLDS USING TV		WK. 1	22.6	22.8	23.9	24.6	24.8	25.4	24.9	25.0	26.0	27.0	26.3	25.3	25.2	26.4	26.5
(See Def. 1)		WK. 2	21.0	21.2	21.5	22.0	21.9	22.3	23.0	24.1	24.2	25.5	24.7	24.6	25.7	27.6	28.7
U.S. TV Households: 76,300,000																	
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:20PM)																	

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				14,650 19.2													
	ABC TV		ABC WIDE WORLD-SPORTS SAT															
	AVERAGE AUDIENCE (Households (000) & %)				5,950 7.8													
	SHARE OF AUDIENCE %				7.0*			8.6*		8.8*		7.3*		7.9*		7.3*		
	AVG. AUD. BY ¼ HR. %				25 6.8	24* 7.2		29* 8.3		29* 8.8		24* 7.5		25* 7.9		22* 7.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)								8,930 11.7									9,080 11.9
	CBS TV		CBS SPORTS SPECTACULAR															
	AVERAGE AUDIENCE (Households (000) & %)								4,500 5.9									7,710 10.1
	SHARE OF AUDIENCE %								19 4.8	16* 5.5		21* 7.0		19* 5.9		27 9.9		10.3
	AVG. AUD. BY ¼ HR. %																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,490 7.2	12,060 15.8														5,490 7.2
	NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS SAN FRANCISCO & CALIFORNIA ANGELS VS TORONTO (3:22-6:35PM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		5,040 6.6	4,580 6.0														4,880 6.4
	SHARE OF AUDIENCE %		25 6.5	20 6.6		7.1* 24*		6.4* 21*		5.7* 19*		5.4* 18*		5.5* 18*		5.7* 17*		6.5
	AVG. AUD. BY ¼ HR. %		6.5	6.6	7.2	7.0	6.5	6.2	5.8	5.7	5.4	5.3	5.5	5.5	5.4	5.9	6.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				8,550 11.2													9,380 12.3
	ABC TV		ABC WIDE WORLD-SPORTS SAT															
	AVERAGE AUDIENCE (Households (000) & %)				4,580 6.0													4,430 5.8
	SHARE OF AUDIENCE %				20 5.1	17* 5.1		21* 6.0		20* 6.6		19* 6.0		16* 5.7		16* 6.1		15* 5.5
	AVG. AUD. BY ¼ HR. %																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		7,320 9.6															8,160 10.7
	CBS TV		US CLAY COURT TENNIS-SAT (3:00-5:02PM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		2,900 3.8															5,340 7.0
	SHARE OF AUDIENCE %		12 3.2	11* 3.6		12* 3.7		12* 3.5		14* 3.6		18* 3.9		22* 4.3		23 4.8		8.6
	AVG. AUD. BY ¼ HR. %		3.2	3.6	3.7	3.5	3.6	3.9	4.3	4.8	5.4	6.6	7.6	8.1				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	8,010 10.5
	NBC TV		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS PITTSBURGH & CHICAGO WHITE SOX VS BOSTON (2:20-5:13PM)															
	AVERAGE AUDIENCE (Households (000) & %)																	6,710 8.8
	SHARE OF AUDIENCE %																	23 9.0
	AVG. AUD. BY ¼ HR. %																	8.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 27.1	WK. 2 30.4	29.1 31.4	30.1 30.4	30.1 29.9	30.9 30.7	31.2 31.8	31.3 32.8	30.9 33.2	31.1 32.4	31.4 33.2	32.3 34.6	32.7 36.4	33.3 37.0	35.1 38.4	37.2 38.5	38.8 38.4

U.S. TV Households: 76,300,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:22PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1980

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,900 3.8		{ 2,210 2.9		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		
	ABC TV	{ KIDS ARE PEOPLE TOO III (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		{ 2,820 3.7		
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,290 3.0		{ 1,530 2.0		{ 2,290 3.0		{ 2,290 3.0		{ 2,290 3.0		{ 2,290 3.0		{ 2,290 3.0		{ 2,290 3.0		
	SHARE OF AUDIENCE %	{ 17		{ 11		{ 15		{ 15		{ 15		{ 15		{ 15		{ 15		
	AVG. AUD. BY ¼ HR. %	{ 2.8		{ 3.1		{ 2.0		{ 2.0		{ 3.1		{ 2.8		{ 2.8		{ 2.8		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		{ 3,660 4.8		
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		
	SHARE OF AUDIENCE %	{ 24		{ 24		{ 24		{ 24		{ 24		{ 24		{ 24		{ 24		
	AVG. AUD. BY ¼ HR. %	{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ RELIGIOUS SERIES (SUS)		{ RELIGIOUS SERIES (SUS)		{ RELIGIOUS SERIES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		
	SHARE OF AUDIENCE %	{ 21		{ 21		{ 21		{ 21		{ 21		{ 21		{ 21		{ 21		
	AVG. AUD. BY ¼ HR. %	{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,430 4.5		{ 2,440 3.2		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		
	ABC TV	{ KIDS ARE PEOPLE TOO III (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		{ 3,590 4.7		
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,440 3.2		{ 1,980 2.6		{ 2,980 3.9		{ 2,980 3.9		{ 2,980 3.9		{ 2,980 3.9		{ 2,980 3.9		{ 2,980 3.9		
	SHARE OF AUDIENCE %	{ 18		{ 13		{ 17		{ 17		{ 17		{ 17		{ 17		{ 17		
	AVG. AUD. BY ¼ HR. %	{ 3.6		{ 2.9		{ 2.5		{ 2.7		{ 4.1		{ 3.8		{ 3.8		{ 3.8		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		{ 4,270 5.6		
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ US CLAY COURT TENNIS-SUN		{ US CLAY COURT TENNIS-SUN		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.5		{ 3,430 4.5		{ 3,430 4.5		{ 3,430 4.5		{ 3,430 4.5		{ 3,430 4.5		{ 2,520 3.3		{ 2,520 3.3		
	SHARE OF AUDIENCE %	{ 23		{ 23		{ 23		{ 23		{ 23		{ 23		{ 11		{ 11		
	AVG. AUD. BY ¼ HR. %	{ 4.3		{ 4.3		{ 4.3		{ 4.3		{ 4.3		{ 4.3		{ 3.8		{ 3.8		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		{ 3,820 5.0		
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ RELIGIOUS SERIES (SUS)		{ RELIGIOUS SERIES (SUS)		{ RELIGIOUS SERIES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		{ 3,200 4.2		
	SHARE OF AUDIENCE %	{ 20		{ 20		{ 20		{ 20		{ 20		{ 20		{ 20		{ 20		
	AVG. AUD. BY ¼ HR. %	{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		{ 4.2		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	17.3	18.1	17.8	18.6	19.6	20.4	21.5	22.3	21.5	22.8	23.6	24.0	23.9	24.8	25.9	26.2
		WK. 2	18.0	18.3	19.9	20.8	21.3	21.3	21.1	22.1	23.6	24.6	26.0	26.7	27.5	28.8	30.6	30.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		6,640 8.7	
	ABC TV																		ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)																		5,490 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		20 7.1 7.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		11,220 14.7	CBS SPORTS SPEC.-SUN.													7,020 9.2	CBS EVENING NEWS- DEAN		
	CBS TV		3,740 4.9	3.6*		3.9*		4.8*		4.3*		6.1*		6.5*			6,100 8.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 3.9	14 *		15 *		18 *		15 *		21 *		22 *			22 7.9	8.2		
	TOTAL AUDIENCE (Households (000) & %)						5,490 7.2	SPORTSWORLD										6,030 7.9	NBC NIGHTLY NEWS- SUN.	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						2,820 3.7	3.2*		3.7*		4.3*					4,810 6.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 3.0	12 *		13 *		15 *					17 5.9	6.8		
	TOTAL AUDIENCE (Households (000) & %)		3,430 4.5	PGA CHAMPIONSHIP-SUN.													14,420 18.9			
	ABC TV		NAT'L LONG DRIVING CHAMP.																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		2,900 3.8		5,720 7.5		5.6*		6.2*		6.8*		8.0*		8.7*		9.1*		8.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 3.9	3.7	21 5.4		19 *		19 *		20 *		23 *		25 *		23 *		20 *	7.6
	TOTAL AUDIENCE (Households (000) & %)						7,940 10.4	CBS SPORTS SPEC.-SUN.										8,320 10.9	CBS EVENING NEWS- DEAN	
	CBS TV		US CLAY COURT TENNIS-SUN.																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						3,200 4.2	3.0*		3.9*		4.6*		5.3*			6,790 8.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						12 2.8	9 *		12 *		13 *		15 *			21 8.2	9.6		
	TOTAL AUDIENCE (Households (000) & %)						8,090 10.6	SPORTSWORLD										8,390 11.0	NBC NIGHTLY NEWS- SUN.	
	NBC TV																			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						4,580 6.0	5.6*		6.1*		6.2*					7,020 9.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 5.4	17 *		18 *		18 *					21 9.0	9.3		
	TV HOUSEHOLDS USING TV		WK. 1	26.3	25.9	26.1	26.5	26.4	28.9	27.7	28.4	29.9	31.2	31.6	32.9	34.7	35.6	36.5	38.1	
	(See Def. 1)		WK. 2	30.7	30.5	30.3	31.0	32.6	34.2	34.4	34.7	35.5	36.0	36.6	38.2	40.2	42.2	43.2	43.8	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT MOVIE	2	10.10-12.10AM	~GRID 11.00 11.15 11.30 11.45 12.00								19,840 26.0	12,360 16.2	32		17.2		
													17.2*	33*	17.2		
													16.7*	37*	16.7		
															16.8		
															15.8		
CBS CARTER ANALYSIS(S)	2	10.02-10.18PM	~GRID 10.15								13,280 17.4	11,980 15.7	28		15.5		
CBS LOU GRANT	2	10.18-11.18PM	~GRID 11.00 11.15								16,180 21.2	11,370 14.9	27		15.5		
															13.5		
NBC NBC MONDAY NIGHT MOVIES	2	10.10-12.00MD	~GRID 11.00 11.15 11.30 11.45								17,170 22.5	9,690 12.7	25		13.5		
													13.2*	25*	12.9		
													12.3*	27*	12.1		
															12.5		
EVENING TUESDAY																	
CBS LAROCHE FOR PRESIDENT(S)	2	10.55-11.00PM	10.45								10,760 14.1	8,620 11.3	20		11.3		
EVENING WEDNESDAY																	
CBS ED CLARK FOR PRESIDENT(S)	2	10.55-11.00PM	10.45								8,620 11.3	6,790 8.9	17		8.9		
EVENING FRIDAY																	
ABC ED CLARK FOR PRES. COMM(S)	2	10.56-11.00PM	10.45								9,230 12.1	8,010 10.5	20		10.5		
NBC ED CLARK-PRES.(S)	2	10.55-11.00PM	10.45								8,010 10.5	6,030 7.9	15		7.9		
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,960	18.3	13,960	18.3	39	18.3		13,050	17.1	36		17.1		
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,650	7.4	5,490	7.2	17	7.2		5,420	7.1	14		6.5		
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								7,630	10.0	23		10.0		
	1	9.09- 9.10PM	9.00	5,040	6.6	5,040	6.6	16	6.6								
NBC NBC NEWS UPDATE-SAT.	1	9.06- 9.07PM	9.00	7,710	10.1	7,710	10.1	24	10.1		6,940	9.1	20		9.1		
	2	9.04- 9.05PM	9.00														
NBC NBC PROMO FILL-SAT(SUS)	1	9.52-10.00PM	9.45														
NBC SATURDAY NIGHT	1	11.30-12.51AM	11.30	13,730	18.0	8,470	11.1	36	11.6		13,200	17.3	34		11.4		
	2	11.30-12.47AM	11.30 11.45 12.00 12.15 12.30 12.45										7,710	10.1	34	11.4	
													11.4*	33*	11.4		
															10.2		
													9.7*	34*	9.2		
															8.9		
															7.6		
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	7,710	10.1	7,710	10.1	23	10.1		8,700	11.4	24		11.4		
ABC ABC SUNDAY NIGHT MOVIE	2	8.00-10.26PM	~GRID								18,850	24.7	27				
CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
ABC ABC SUNDAY NIGHT MOVIE-CONT'D																	
			10.15											16.5*	28*	15.4	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,450	15.0	11,450	15.0	30	15.0		11,290	14.8	11,290	14.8	26	14.8	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	7,100	9.3	7,100	9.3	19	9.3		10,760	14.1	10,760	14.1	25	14.1	
NBC NBC PROMO FILL-SUN(SUS)	1	10.54-11.00PM	10.45														
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.09AM	-GRID	3,890	5.1	2,370	3.1	13									
	2	11.30- 1.37AM	-GRID								3,740	4.9	1,980	2.6	12		
			12.45					2.8*	15*	2.6				2.5*	13*	2.4	
			1.00						2.4							2.2	
			1.15											2.1*	13*	1.9	
			1.30													1.7	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	10,530	13.8	10,530	13.8	27	11.2	M-F	11,450	15.0	11,450	15.0	28	10.5	
			9.45						15.6	TU-TH						17.9	
ABC ABC NEWS:NIGHTLINE M-TH	2	>	-GRID								7,400	9.7	6,710	8.8	27		
			11.45													9.4	
			12.30													6.4	
			12.45													6.1	
			1.00													5.5	

ABC FRIDAYS	1	11.30-12.41AM	11.30	10,070	13.2	6,180	8.1	25	8.6	FRI.							
			11.45					8.5*	23*	8.4							
			12.00							8.2							
			12.15					8.1*	26*	8.0							
			12.30							6.9							
ABC PGA CHAMPIONSHIP-FRI.(S)	2	11.30-12.00MD	11.30								5,420	7.1	4,270	5.6	15	6.5	FRI.
			11.45													4.7	FRI.
ABC BARNEY MILLER-11.30	1	11.50-12.25AM	11.45	5,490	7.2	4,270	5.6	20	5.9	MON.							
			12.00						5.5	MON.							
			12.15					5.5*	21*	5.4							
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.58AM	11.45	7,250	9.5	4,500	5.9	24	5.5	THU.							
	2	11.50-12.57AM	11.45								6,710	8.8	4,430	5.8	22	6.2	THU.
			12.00													5.8	THU.
			12.15					5.8*	23*	5.9					5.8*	21*	5.8
			12.30							6.4						5.7	THU.
			12.45					6.1*	29*	5.8					5.7*	25*	5.8
ABC LOVE BOAT-11.30	1	11.50-12.58AM	11.45	6,030	7.9	4,040	5.3	20	4.9	WED.							
	2	11.51- 1.00AM	11.45								7,320	9.6	5,110	6.7	27	6.4	WED.
			12.00													7.3	WED.
			12.15					5.4*	19*	5.2					7.0*	27*	6.8
			12.30							5.5							6.8
			12.45					5.3*	24*	5.2					6.6*	30*	6.3
ABC SOAP-11.30	1	11.50-12.24AM	11.45	5,570	7.3	4,430	5.8	21	6.4	TUE.							
	2	11.50-12.25AM	11.45								6,260	8.2	4,730	6.2	23	6.6	TUE.
			12.00													6.4	TUE.
			12.15							5.6					6.0*	23*	5.6
										5.3							
ABC CITIZENS FOR LAROUCHE(S) (CONT'D)	2	12.00-12.30AM	12.00								3,740	4.9	2,980	3.9	13	4.4	FRI.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

				WEEK 1							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D											
ABC CITIZENS FOR LAROCHE(S)-CONT'D											
			12.15								
ABC BARNEY MILLER-12.25	1	12.25-12.43AM	12.15	3,740	4.9	3,510	4.6	20	4.2	MON.	
			12.30						4.7	MON.	
ABC TUESDAY MOVIE OF THE WEEK	1	12.24- 1.49AM	12.15	4,650	6.1	3,280	4.3	24	4.4	TUE.	
	2	12.25- 1.48AM	12.15								
			12.30						4.2	TUE.	
			12.45				4.3*	21*	4.3	TUE.	
			1.00						4.5	TUE.	
			1.15				4.4*	27*	4.4	TUE.	
			1.30						4.1	TUE.	
			1.45						4.0	TUE.	
ABC BARETTA-THU.	1	12.58- 1.48AM	12.45	3,970	5.2	3,050	4.0	26	4.2	THU.	
	2	12.57- 1.47AM	12.45								
			1.00						4.0	THU.	
			1.15				4.1*	25*	4.1	THU.	
			1.30						3.9	THU.	
			1.45						3.5	THU.	
ABC BARETTA-WED.	1	12.58- 1.48AM	12.45	3,510	4.6	2,440	3.2	21	3.3	WED.	
	2	1.00- 1.51AM	1.00						3.3	WED.	

OTHER PROGRAMS

WEEK 2										AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
TOTAL AUDIENCE		AVERAGE AUDIENCE									
HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %							
									3.5	FRI.	
3,890	5.1	2,140	2.8	16				3.6 3.1 2.8 2.7 2.6 2.6 2.3	TUE. TUE. TUE. TUE. TUE. TUE. TUE.		
			3.0*	15*							
			2.6*	17*							
4,580	6.0	3,430	4.5	28				5.1 4.8 4.4 4.3 3.6	THU. THU. THU. THU. THU.		
			4.6*	27*							
4,500	5.9	3,590	4.7	33				4.5	WED.		

ABC BARNEY MILLER-11.30	2	1.02-1.36AM	1.15 1.30 1.45 1.00 1.15 1.30				3.1*	19*	2.9 3.2 3.4	WED. WED. WED.	
ABC BARNEY MILLER-12.25	2	1.36-1.54AM	1.30 1.45								
CBS NEWSBREAK-M-F		>	8.45 9.00	9,080	11.9	9,080	11.9	24	12.1 11.7	M-F TU & W	
CBS LAROUCHE FOR PRESIDENT(S)	1	11.30-12.00MD	11.30 11.45	4,730	6.2	3,660	4.8	13	5.6 4.0	FRI. FRI.	
CBS LATE MOVIE I		>	-GRID 11.45 12.00 12.15 12.30 12.45 1.00	6,560	8.6	4,430	5.8 6.9*	20*	6.8 5.7 5.3 4.7 4.2 3.7	M-F M-TH M-F M-F M-F FRI.	
CBS YOUR TURN:LTRS-CBS NEWS(S)	2	11.30-12.00MD	11.30 11.45								
CBS LATE MOVIE II		>	-GRID 12.45 1.00 1.15 1.30 1.45	3,360	4.4	2,590	3.4	19	3.8 3.5 3.3 2.3 2.1	M-F M-TH M-F FRI. FRI.	
							3.6*	23*			
							2.2*	14*			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM				WEEK 1				WEEK 2														
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS							
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	HOUSEHOLDS (000)	%	SHARE %									
EVENING MONDAY-FRIDAY-CONT'D																						
NBC NBC NEWS UPDATE-M-F				8.58- 8.59PM	8.45	8,930	11.7	8,930	11.7	24	11.7	M-F	9,000	11.8	9,000	11.8	24	11.8	M-F			
NBC TONIGHT SHOW				2	>								10,300	13.5	5,800	7.6	28	9.5	M-F			
																9.8*	28*	8.8	TU-F			
																		7.6	TU-F			
																		6.2	M-F			
																		6.1*	M-F			
																		26*	5.7	M-F		
																		4.8	MON.			
																		4.4	MON.			
																		4.0	MON.			
NBC MIDNIGHT SPECIAL				1.00- 2.30AM	1.00	6,100	8.0	3,200	4.2	27	4.5	FRI.	6,030	7.9	3,130	4.1	27	5.2	FRI.			
																		4.3	FRI.			
									4.7*	24*	4.9	FRI.						4.7*	25*	4.3	FRI.	
																				4.3	FRI.	
																					3.6	FRI.
																					3.6	FRI.
																					3.4	FRI.

DAY MONDAY-FRIDAY

ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,860	10.3	7,630	10.0	33	10.0	M-F	7,400	9.7	7,100	9.3	32	9.3	M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC NEWS SPECIAL REPORT(SUS)	1	4.45- 4.53PM	4.45							TUE.							M-F
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00 10.15 10.30 10.45								6,790	8.9	4,500	5.9 5.8*	29 29*	5.3 6.3 6.3 5.8	THU. THU. THU. THU.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,420	7.1	5,190	6.8	28	6.8	M-F	5,420	7.1	5,190	6.8	27	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,880	6.4	4,650	6.1	20	6.1	M-F	4,880	6.4	4,650	6.1	20	6.1	M-F
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00 4.15								5,570	7.3	4,350	5.7	21	5.7	TUE. TUE.
CBS CBS NEWS SPECIAL RPT(SUS)	1	4.45- 4.50PM	4.45							TUE.							M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							
NBC NBC NEWS UPDATE-11.28AM(SUS)	1	11.28-11.29AM	11.45							M-F							
NBC NBC NEWS SPEC RPT(SUS)	1	4.45- 4.49PM	4.45							TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK 8.56AM		8.56- 8.59AM	8.45	2,750	3.6	2,520	3.3	28	3.3		2,290	3.0	2,140	2.8	24	2.8	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK 10.26AM		10.26-10.29AM	10.15	3,590	4.7	3,200	4.2	21	4.2		3,360	4.4	3,130	4.1	22	4.1	
ABC SCHOOLHOUSE ROCK 11.26AM		11.26-11.29AM	11.15	4,880	6.4	4,500	5.9	26	5.9		4,810	6.3	4,580	6.0	29	6.0	
ABC DEAR ALEX & ANNIE 11.56AM		11.56-11.59AM	11.45	4,430	5.8	4,040	5.3	22	5.3		4,120	5.4	3,740	4.9	23	4.9	
CBS SUMMER SEMESTER SAT(SUS)		6.30-7.00AM	6.30														
CBS IN THE NEWS-8.26AM		8.26-8.29AM	8.15	1,830	2.4	1,750	2.3	23	2.3		1,980	2.6	1,830	2.4	27	2.4	
CBS IN THE NEWS-8.56AM		8.56-8.59AM	8.45	3,510	4.6	3,280	4.3	31	4.3		3,430	4.5	3,360	4.4	36	4.4	
CBS IN THE NEWS-9.26AM		9.26-9.29AM	9.15	5,260	6.9	4,960	6.5	39	6.5		5,340	7.0	5,190	6.8	42	6.8	
CBS IN THE NEWS-9.59AM		9.59-10.02AM	9.45	6,560	8.6	6,260	8.2	42	8.3		5,490	7.2	5,340	7.0	40	7.1	
		10.00							8.2							6.9	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,260	8.2	5,950	7.8	35	7.8		4,270	5.6	4,040	5.3	25	5.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,570	7.3	5,340	7.0	31	7.0		4,430	5.8	3,820	5.0	24	5.0	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,720	7.5	5,260	6.9	28	6.9		5,420	7.1	4,730	6.2	28	6.2	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,880	6.4	4,580	6.0	24	6.0		3,360	4.4	3,050	4.0	18	4.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,570	7.3	5,260	6.9	27	6.9		4,880	6.4	4,730	6.2	26	6.2	
CBS IN THE NEWS-1.26PM		1.26-1.29PM	1.15	5,950	7.8	5,490	7.2	27	7.2		4,500	5.9	4,430	5.8	23	5.8	
CBS US CLAY COURT TENNIS-SAT(S)	~2	3.00-5.02PM	→GRID 5.00								7,320	9.6	2,900	3.8	12		5.1
NBC ASK NBC NEWS-8:58AM		8.58-9.00AM	8.45	2,290	3.0	2,290	3.0	25	3.0		2,060	2.7	2,060	2.7	23	2.7	
NBC TIME OUT-9:45AM		9.45-9.47AM	9.45	3,130	4.1	2,980	3.9	21	3.9		2,440	3.2	2,440	3.2	20	3.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	3,590	4.7	3,280	4.3	21	4.3		3,820	5.0	3,510	4.6	24	4.6	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,120	5.4	4,040	5.3	24	5.3		3,970	5.2	3,820	5.0	24	5.0	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,970	5.2	3,820	5.0	22	5.0		4,730	6.2	4,580	6.0	29	6.0	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,040	5.3	3,820	5.0	21	5.0		3,590	4.7	3,430	4.5	21	4.5	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00-2.20PM	→GRID 2.15								5,420	7.1	4,650	6.1	24		6.3
	1	3.00-3.22PM	→GRID 3.15	5,490	7.2	5,040	6.6	25	6.9								
NBC NBC MAJOR LEAGUE BASEBALL	1	3.22-6.35PM	→GRID 6.30	12,060	15.8	4,580	6.0	20	5.8								
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,750	3.6	2,670	3.5	19	3.5		2,370	3.1	2,290	3.0	16	3.0	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,910	2.5	1,680	2.2	12	2.2		2,670	3.5	2,290	3.0	14	3.0	
CBS IN THE NEWS-8.26AM-SUN.		8.26-8.29AM	8.15	<<		<<			<<		460	.6	380	.5	7	.5	
CBS IN THE NEWS-8.56AM-SUN.		8.56-8.59AM	8.45	990	1.3	990	1.3	14	1.3		690	.9	690	.9	9	.9	